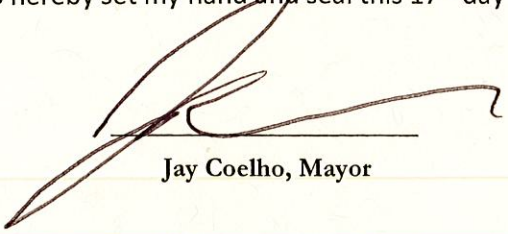


*Mayoral
Proclamation
In Recognition of
Levine's Store Day 2022*

- Whereas,* Levine's Store was a treasured landmark in Waterville, Maine for 105 years, from 1891 to 1996, selling clothing at 9-19 Main Street and serving as a welcoming beacon to residents and visitors entering Waterville by way of Bridge Street; and
- Whereas,* Levine's Store was founded by William and Sarah Levine, and the management of the store and property over the course of a century included the incomparable Lewis "Ludy" Levine and Percy "Pacy" Levine along with their sister Frieda Levine Miller, their nephew, Howard Miller, and their niece-in-law, Gisèle Baroukel Miller; and
- Whereas,* Levine's Store served as a legendary example of customer service at its finest, outfitting multiple generations of Waterville families, Colby students and alumni; and
- Whereas,* Levine's Store had loyal customers from all over Maine and from as far as Boston and New York City. Colby students and satisfied customers spread word of mouth about Levine's store across the entire globe, and thus, Levine's Store is inescapably tied to Colby College in putting Waterville on the international map; and
- Whereas,* Levine's Store served as a gathering place, not just for family but for the wider and inclusive community; and
- Whereas,* the year 2022 marks the 26th anniversary of the sad closing of Levine's Store. On February 8, 1996, the Morning Sentinel proclaimed, "The attention to quality and personal service exemplified by Levine's can never be duplicated by a national chain with thousands of outlets. The institutional memory just isn't there. Nor is the commitment to community."

Now therefore, be it resolved that I, Jay Coelho, as Mayor of Waterville, Maine, on behalf of the City Council, do hereby proclaim that July 17th be Levine's Store Day, and urge all members of our community to recognize this observance.

In Witness Whereof, I do hereby set my hand and seal this 17th day of July, two thousand and twenty-two.


Jay Coelho, Mayor